

Rockville Environment Outreach Working Group

Minutes of the meeting of Wednesday, February 25, 2008

At the Rockville City Hall, 111 Maryland Avenue

Attendance

Faith Klareich, David Davis, Beri Kravitz, Amanda Rockler

Meeting Commencement

The meeting was convened at 7:35 in the Blue Crab Conference Room

Introductions and brief overview of outreach group

About 5 years ago, the commission had a strategic plan summit that denoted importance of various working groups in the community. Along with energy and water groups, the Outreach group was formed. The outreach group has been active for 4-5 years. Along with existing members, Michelle is interested in taking part again, please include in future emails.

Current Projects

Road Show

There was discussion about what, and where the road show is in its development. Road show is a modular three-paneled presentation board. As it currently stands, one panel is about energy, one is about water, and one is about the commission. Subject material can be changed to fit specific events. David, will resurrect the existing road show materials for review and send it via email to other members for review. Bari will send an email about board dimensions. The cost of the board is around \$140.00. At next meeting, members will review materials in detail and create a mock layout.

Environmental Excellence Awards

There was considerable discussion about remembering old awards, how to honor awards and how to highlight awards that inspires others to take action. There was a question about a website/database for future recognizable projects that aren't necessarily "award" winners. The database would be used as a model for individuals and communities to get inspiration and ideas from. There was discussion about how to acknowledge smaller projects in the future. All members agreed that it is a current priority to get 4 past award winners on the Rockville Website. In order to get the ball rolling on the website, David will write an introduction to the awards and he and Bari will write synopsis' of the New Mark Award and the Tower Oaks Award. Amanda will check with Bridget about photos from the Tower Oaks tour. All written material will be circulated electronically within the outreach group for review before the next meeting. Once written materials are edited, they will be passed onto the commission for final ok. One important question came up with privacy issues surrounding award winners. Should application ask if Rockville could use contact info for future press, web, etc?

Rockville Science Day

There was discussion about the time of give-a-way items the outreach group may want. Build your own, solar/hyper color bead bracelets for kids and low faucet adapters or CFLs for adults. Outreach group will have sufficient amount of take away written materials for exhibition. Desired written materials include: disposal of CFL fact sheet (David will email Seth for this information), Advertisement of EEA, Advertisement of Rainscapes Rebate Program (Amanda will do write up), and Bari will write up energy audit results of her house. Amanda will check with Nate about an Environmental Commission banner for the table and about the Washington Post's article about heat/energy savings that he made into a poster.

Website

Outreach members will review current website information and provide comments at next meeting.

Outreach

There was discussion about how to advertise and recruit people for working group. Amanda will check with Bridget about possibility of running ad/information on Rockville Channel.

Next Outreach Working Group Meeting

The next Outreach meeting is scheduled for **Wednesday, March 25, 2009 at 7:30 pm** in the **Blue Crab Conference Room** at the Rockville City Hall, 111 Maryland Avenue in Rockville.